

# MALMESBURY TOWN COUNCIL

Minutes of the Town Promotions & Tourism Committee Meeting held in the Hobbes Parlour, Town Hall, Malmesbury on 7 April 2011 at 7.00pm

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**Present:** Councillor: Mrs C Doody – Chairman  
Councillor S Cox  
Councillor I Henderson  
Councillor A Woodcock

**Public Participation:** No members of the public  
No press

**Apologies :** Councillor A Carnegie

**Absent :** Councillor Mrs R Miles  
Councillor M Snell  
Councillor A Stamp

**58. Declaration of Interest**  
None given

**59. Minutes**  
The Minutes of 3 February 2011 were received and adopted. An alteration was made by the Chairman changing Town Guide to Accommodation Guide (51).

**60. Alive & Kicking**  
To date 21 exhibitors have booked a 'stall' at this event.

The administration between Malmesbury Town Council and Chris Jager is going very well.

Chris Jager will be calling into the office on Monday 11 April to determine how the admin will be processed whilst the Clerk to this Committee is on holiday.

**ACTION : Committee Clerk**

The Chairman has arranged for students from Malmesbury School, who are doing the Raleigh, to manage the refreshments in the Town Hall kitchen.

Help will be required to set-up and clear-down tables etc at the beginning and end of the event.

**61. Events**  
**Kite Festival**  
Members were given a copy of the Minutes from 2 March 2011. Another meeting was held on 6 April and we await the minutes from the Working Group.

Various organisations have been approached for sponsoring this event.

**St Aldhelm's Day Fair**

To date we have not received confirmation from the Farmers Market to agree that this Fair can be held at the same time.

**ACTION : The Chairman / Phil Rice**

Councillor S Cox has spoken to Malmesbury Town Band re this event.

Councillor S Cox suggested that music could be provided by the school. Further enquiries to be made.

**ACTION : Cllr S Cox**

### **Philosophy Town**

Michael Cuthbert has asked if endorsement on this event can be granted by Malmesbury Town Council.

Members suggested that Councillor I Henderson prepare a Report for Policy & Resources Committee to request this.

No financial implications for Malmesbury Town Council.

The event is due to be held from 14 – 16 October in Malmesbury Town Hall.

**ACTION : Cllr I Henderson**

## **62. Tourist Information**

Members were given limited statistics from September 2010 to March 2011. There was a calculation error on the figures and these will be re-calculated and rectified.

For the immediate future the statistics for this unit will be tasked to a member of the 'Bank Staff'.

**ACTION : Committee Clerk**

Councillor S Cox has suggested that a lockable cabinet be purchased to enable the unit to sell 'high value' items. This has the possibility of bring in additional revenue into the Tourist Centre.

**ACTION : The Chairman**

Income from September 2010 to March 2011 for the Tourist Centre is £2,272.00.

There has been an increase in sales of the Eilmer merchandise over the last few weeks.

The Chairman will discuss with the Town Clerk the way forward for purchases of merchandise for 2011/2012 for the Tourist Information Centre.

**ACTION : The Chairman**

## **63. Markets**

### **Farmers Market**

Their contribution towards Malmesbury Town Council has been reduced for a few months.

The Chairman is awaiting information from the Town Clerk for the date of the next meeting, and the way forward to enhance this market

**ACTION : The Chairman**

### **Italian Market**

Organised by Wiltshire Council and is to be held in the Cross Hayes Car Park on 22 May 2011.

### **French Market**

The French Market Management team has asked if Cross Hayes Car Park could be used as there are a few restrictions when using the Market Cross Monument area.

If the venue was switched then there is the possibility that Malmesbury Town Council could be charged the revenue loss, by Wiltshire Council, for car parking charges for the period in operation.

The Chairman would like to gather the thoughts of all Councillors to enable a decision to be made.

The Chairman intends to make a Report to Policy & Resources Committee.

**ACTION : The Chairman**

### **64. Malmesbury Town Guide**

The Chairman has been trying to contact Cotswold Media, almost on a daily basis, looking for an update when the guide is to be published.

To date there has been no contact.

The Chairman read out to members the letter sent to Cotswold Media, by the Town Clerk, on 21 March 2011.

The Chairman is to speak to Councillor P J Goldstone to get the details of how the contract was set-up.

**ACTION : The Chairman**

### **65. Malmesbury Guide for Walkers**

The text for this publication has been updated by a student from Malmesbury School on work experience.

Chairman will make enquiries to have the artwork produced locally.

**ACTION : The Chairman**

Councillor S Cox is also producing a leaflet on linking the bridges of Malmesbury as a walking guide. To be available in the Tourist Office free of charge.

Councillors suggested that a leaflet is still needed to supplement any Town Guide that is produced.

The Chairman is currently looking at backdated publications to see if any can be revised by Town Council staff.

One publication for consideration is the one produced by a local artist and an ex Councillor. The Chairman will contact them to see what information is available to us.

**ACTION : The Chairman**

### **66. Bloom in Malmesbury**

To date one tender response has been returned, however the closing date is not until 11 April 2011.

The Town Clerk has been in contact with a company to explore two considerations for the town floral displays.

1. Buy a number of 'water containing' baskets.
2. Hire planted containers for the period May to September.

This option will cut down on watering time by groundsmen.

The Chairman to prepare a Report to Policy & Resources with the intention to purchase containers.

The Chairman put it to members, as a Proposal, to which all Members agreed that a Report should be compiled.

Letters have been sent to various local companies for sponsorship to which there has been a poor response.

Councillor S Cox suggested that Malmesbury Carnival be sent a letter to sponsor.

In view of the poor response from the town people to enter the competition the Committee agreed that not all the qualifying categories be revised. This year the competition will be based on the single category of 'Street or Area entry'.

#### **67. WOMAD**

The Clerk to the Committee has sent an email to the organisation to make enquiries re a trade stand. To date we have not received a reply.

All members of the Committee were given a copy of Report No.1.

The Chairman proposed the following to members :

- Should Malmesbury Town Council take a trade stand at this event – all members agreed.
- That the stand will be an Information Point only – all members agreed.
- What should be the trading times – members suggested 10am to 6pm only
- How should the stand be manned – on a 2 to 3 hour rota basis by 2 people at the same time. This may have to be reviewed as it is dependent on how many tickets are received. Flexibility on these hours may have to be considered on the Friday.
- No electric supply required.
- There will be a Child Activities at the event.
- Terms and conditions to be drawn up for those who will be working at the event, these terms and conditions to be signed by all who are allocated tickets.

**ACTION : The Chairman**

#### **68. Correspondence**

Councillor A Stamp sent an email to request activities to be held in Malmesbury for the Queen's Diamond Jubilee 2012 be added to an Agenda.

An email to the Chairman from Martin Elliott of Panomorphic to enquire if we are interested in purchasing a 'panoramic postcard' in the form of a CD, of views of Malmesbury.

Members suggested a meeting should be set-up with the organisation to discuss costs etc.

**ACTION : The Chairman**

The meeting closed at 9:00 pm